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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE are required to respond to a collection of information unless it displays a valid OMB control number. TRANSMITTAL **Application Number** 10/611,698 Filing Date 06/30/2003 First Named Inventor **FORM** Hemingway Huynh Art Unit 2155 Examiner Name Won, Michael Young (to be used for all correspondence after initial filing) Attorney Docket Number 111255-135502 Total Number of Pages in This Submission

ENCLOSURES (Check all that apply)							
	Amendment Af Af Extension Express A Information Certified Cocument Reply to Mincomplet Recognition Rec	fter Final ffidavits/declaration(s) of Time Request Abandonment Request on Disclosure Statement Copy of Priority	Rem	Drawing(s) Licensing-related Papers Petition Petition to Convert to a Provisional Application Power of Attorney, Revocal Change of Correspondence Terminal Disclaimer Request for Refund CD, Number of CD(s) Landscape Table on one	e Address	After Allowance Communication Appeal Communication to Bo of Appeals and Interferences Appeal Communication to TO (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter Other Enclosure(s) (please to below): Return Receipt Postcard	oard ; lef)
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT							
Firm Name SCHWABE, WILLIAMSOI		N & WYATT, P.C.					
Signature		noch-rul.					
Printed name		Nathan R. Maki					
Date		06/14/2006			Reg. No.	51110	

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Attorney's Docket No.: 111255/135502

IPN: P002

1255/135502 & 3006 JUN 1 9 7006

IN THE UNITED STATES PATES T AND TRADEMARK OFFICE

In re Application for:

Hemingway Huynh et al.

Application No.: 10/611,698

Filed: 06/30/2003

For: ADAPTIVE MEDIA MESSAGING,

SUCH AS FOR RICH MEDIA MESSAGES INCORPORATING

DIGITAL CONTENT

Examiner: Won, Michael Young

Art Group: 2155

Confirmation No.: 4440

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Mail Stop Amendment Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

This communication is in response to the Office Action mailed 03/14/2006 (hereinafter "Office Action"). Please amend the above-identified application as follows and consider the following remarks.

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper.

Remarks begin on page 10 of this paper.